



# CALPEEK

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## CITY OF OAKLAND BADLY DIVIDED OVER RAIDERS.

Editor's note: Before Raiders football team managing partner Al Davis announced his decision to return the NFL franchise to its city of origin, most people in the U.S. probably thought the \$660 million deal was a popular one in the City of Oakland. Perception only - not reality. Here is CALPEEK's update & analysis...

...The Deal is POPULAR in many cities of Alameda County and neighboring Contra Costa County, where a \$50-70 Raiders ticket is high, but still affordable. But inside the City of Oakland there is a MAJOR split. Yes, most everyone would like to see the Raiders back, but NOT on Big Al's terms...

...If one is trying to gauge public opinion on the Raiders deal, perhaps one measure might be a PROPOSED INITIATIVE to kill the agreement. Sources believe backers of the initiative drive have a better than even shot to qualify for November and about the same odds to win at the ballot box...

...And with a June 5 city and county election just around the corner, political insiders are beginning to think that Oakland Mayor Lionel Wilson may have made a MAJOR mistake by leading the charge for Raider deal...

...Wilson's major opponent, Assemblyman Elihu Harris(D-Oakland), would like to see the Raiders in Oakland, but wants cities in the surrounding areas to help Oakland with the huge financial burden. A stronger foe of The Deal is Oakland Councilman Wilson Riles Jr. In fact, the Riles' campaign has been rejuvenated because of the opposition to the agreement. At the county level, CALPEEK reported in error that Sup. Warren Widener was in favor of The Deal. Our mistake. Widener and Supes Don Perata and Charles Santana are all up for reelection

in June. Perata and Santana voted FOR The Deal...

...But what's very chilling for East Bay residents is the GROWING ANIMOSITY in other parts of the State toward Oakland, which is one of Calif.'s POOREST cities. Some feel the city is guilty of FISCAL MISMANAGEMENT because of The Deal. In addition, sources are now saying that if this deal is completed, there's no way that Calif. Legislators will vote to extend the 1/4 cent sales tax for EARTHQUAKE relief for Oakland. The feeling is if Calif.'s 6th largest city has the money to make Al Davis even richer than he already is, then more State assistance ISN'T necessary...

## CAMPAIGN 1990: 10 OPEN SEATS THIS JUNE 5.

Editor's note: Two U.S. congressmen and 8 members of the Calif. State Assembly are not seeking reelection this year. Here is CALPEEK's brief report & analysis...

- 14th C.D. - This is the No. Calif. congressional district of retiring U.S. Rep. Norm Shumway(R-Stockton). The district has a heavy GOP voter registration edge so State Sen. John Doolittle(R-Roseville), who has no GOP challenger, will be on his way to D.C. early next year...

- 29th C.D. - Joining Doolittle as a House freshman will be Assemblywoman Maxine Waters(D), who will be replacing the highly regarded Gus Hawkins(D-L.A.), who retires after 28 years. Maxine has lightweight opposition in both June and November...

- 13th A.D. - Assemblyman Elihu Harris (D-Oakland) is locked in a tight battle to unseat Oakland Mayor Lionel Wilson, so his job is up for grabs. Republicans need NOT apply in this very heavy Demo district. So

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who do the Demos send to Sacto? It comes down to Oakland Councilwoman Aleta Cannon or ex congressional AA Barbara Lee. Insiders agree that Lee is the frontrunner. Consultant Gale Kaufman tells CALPEEK that Lee has secured endorsements from NOW, East Bay Women's PAC and KEY members of the Assembly and State Senate, as well as that of her former boss, U.S. Rep. Ron Dellums. Lee also won the regional Demo caucus endorsement by a 41-0 margin. Cannon just doesn't have it together at this point...

- 38th A.D. - This solid GOP A.D. now belongs to Assemblywoman Marian La Follette(R-Northridge). If she has her way, her press AA Rob Wilcox will follow in her footsteps. But there are four other Republicans who are opposing Wilcox in the primary. The most serious challenger is Granada Hills businesswoman/realtor Paula Boland, who has hired the savvy GOP consulting team of Huckaby & Rodriguez. Wilcox has hired GOP consultant Ron Smith. This battle could be as nasty as the GOP primary blood bath in the neighboring 37th A.D. between Assemblywoman Cathie Wright(Simi Valley) and challenger Hunt Braly from State Sen. Ed Davis' staff. Wright is bitter enemies with both Davis and La Follette. Boland is allied with Wright, while Wilcox is part of the La Follette/Davis machine. Edge to Wilcox...

- 48th A.D. - This central L.A. seat is now held by Assemblywoman Maxine Waters(D-L.A.). The ONLY question in this contest between L.A. Councilman Bob Farrell, former community college trustee Marguerite Archie-Hudson, political consultant Rod Wright, and Lynwood Councilwoman Evelyn Wells - is who gets Maxine's endorsement? By the time CALPEEK hits the street this question may be resolved. Farrell has hired L.A. based Afriat/Blackstone as his campaign consultants. Farrell also has better name ID than the others and will probably be supported by organized labor. As one neutral source said, "Those who don't think Farrell is the frontrunner are fooling themselves."...

- 52nd A.D. - This is the seat of Assemblyman and soon-to-be State Sen. Frank Hill (R-Whittier). The 52nd A.D. is GOP country and 8 Republicans are vying for Hill's job. The frontrunner has to be Kenneth Manning, a local school board trustee who is a contractor. He has big BUCKS and has hired a pair of veteran GOP consultants: Stu Spen-

cer of Orange Co. and Bob Gouty of Covina. But Manning probably isn't the best known of the field. That honor goes to former Assemblyman Wayne Grisham, who got bounced from his job in the 63rd A.D. in 1988. He has name ID, but money could be a problem. Another guy who won't roll over is Tony Russo, C-O-S to GOP Assemblyman Curt Pringle(R-Garden Grove). And then there is a PRO-CHOICE/pro-environment Republican named Will Baca. He's well liked but may be too liberal. Slight edge to Manning for now...

- 58th A.D. - This seat went Republican in 1978 when Dennis Brown(R) knocked off Fred Chel(D) and has been GOP turf ever since. With Brown's retirement, there are 5 Republicans vying for his job. The challengers include Long Beach Councilmembers Jeffrey Kellogg and Jan Hall; Huntington Beach Mayor Tom Mays; Dr. Seymour Albin; and businessman Peter von Elten. Some pros think this race could turn into one of the nastiest GOP primaries. Most of the GOP contenders have hired consultants: Albin (Harvey Englander); Kellogg(Allan Hoffenblum); von Elten(Ellis-Hart and Eileen Padberg). Mays is still looking, while some sources think Hall may not have the bucks to hire anyone. She still has a large debt left over from her unsuccessful run against Long Beach Mayor Ernie Kell in 1988. The bottomline here is that this primary is WIDE OPEN...

- 65th A.D. - This is Assemblyman Chuck Bader's district. He's leaving to run for the State Senate against incumbent Ruben Ayala(D-San Bernardino). The frontrunner is Bader's longtime AA, Jim Brulte. Brulte's primary rival is Pomona Councilman Mark Nymeyer, who says he WON'T endorse Bader against Ayala. In fact, Nymeyer showed up at an Ayala event not long ago, which won't sit well with GOP activists. Reason for the Nymeyer/Bader flap has to do with Bader's endorsement of Brulte, which came months ago. Nymeyer says Bader promised to stay neutral. Brulte should win the June 5 primary with few problems. In addition to crushing Nymeyer in fundraising, Brulte has won endorsements from MOST of the top GOP officials from the area, including State Sen. Bill Leonard and Montclair Mayor Larry Rhinehart. Consultant Steve Presson is in charge of the Brulte campaign...

...CALPEEK has already covered the 59th A.D. and 78th A.D. in previous issues...

# CAMPAIGN 1990: BOARD OF EQUALIZATION.

Editor's note: The four Board of Equalization seats are very important positions, but for some reason the news media and the public never seem to focus on these races. The equalization members carry out tax policy and set tax rates. Here is a brief CALPEEK update & analysis...

- DISTRICT 4 - This is where the action is because LIGHTENING has struck. Incumbent Demo Paul Carpenter of L.A. County has been INDICTED in the Sacto FBI Sting, charged with 4 counts of political corruption. Carpenter denies any wrongdoing. Six other Demos have filed in this race and one lone Republican...

...The six Demos include former Long Beach Assemblyman Fred Chel; Long Beach Councilman Warren Harwood; Torrance Councilman Tim Mock; L.A. Co. Dep. Assessor Gary Gillan; and Compton City Clerk Charles Davis. The lone Republican is Joe H. Adams Jr....

...The early conventional wisdom is that Carpenter still has a shot at winning the Demo primary, despite the indictment, because combined his Demo opponents probably can't raise \$200,000 to get the word out. Harwood and others disagree, saying the campaign should boil down to a few slates and news media & organizational endorsements.. In terms of slates, "Who would want to be on a slate with an indicted politician?," Harwood asks. He may be right...

- DISTRICT 2 - This is the OPEN seat of Board member Conway Collis, who is running for Insurance Commissioner. There are 5 Demos and 3 Republicans in this race. The GOPers include former Assemblyman Bill Duplissee of San Mateo; perennial candidate Claude Parrish of L.A.; and Steve F. Dunbar of Merced Co. Duplissee has hired consultant Ray McNally of Sacto and is the heavy favorite to win the GOP nomination...

...On the Demo side, the candidates include former Assemblyman Lou Papan of Daly City; L.A. tax attorney Brad Sherman; Collis' deputy, Joe Coleman; Emil Pollak, another BoE deputy; and Edward Tabash. Papan and Sherman are the favorites. When CALPEEK spoke with Papan, he had not hired anyone to run his campaign. Sherman is using Skelton, Grover & Assoc. of L.A. In terms of money, Sherman is very serious about this race and

has pumped in \$370,000 of his own. And yes, he is picking up good Demo support along the way, including U.S. Reps. Esteban Torres and George Brown Jr.; State Sen. Gary Hart(Santa Barbara), as well as some support in Papan's backyard — S.F. County Supes. Angela Alioto and Harry Britt...

- DISTRICT 3 - Incumbent GOP Board member Ernest Dronenburg of San Diego faces Jerry Lee Wilson, a San Bernardino gunshop owner who ran against Dronenburg last time. On the Demo side there is perennial candidate Floyd Morrow. Dronenburg wins both the primary and general...

- DISTRICT 1 - This is the district of Board member Bill Bennett, the incumbent Demo who doesn't take contributions. The November general is where the action will take place. Bennett will face Jeff Wallack of Sacto, who is a political consultant. Wallack has hired the firm he works for to run the campaign, Russo Marsh + Associates. Most everyone thinks Bennett is incorruptable because he won't take contributions, but that doesn't mean he's the easiest guy to get along with. He's often at odds with all others on the board. If Wallack can raise some doubts about Bennett's effectiveness, he might have a slim shot at the upset. Stay tuned...

# CAMPAIGN 1990: CALIF. COUNTY SUPERVISORS.

Editor's note: Here is an update on several hot Board of Supervisors contests in Los Angeles and Stanislaus Counties...

- LOS ANGELES - Now that the dust has settled, political insiders are starting to analyze the battle to replace veteran conservative Sup. Pete Schabarum. Of the 10 candidates in this field, many think that Schabarum's handpicked successor, Superior Court Judge Greg O'Brien, is the frontrunner. But this rather obscure and conservative jurist has never been in a tough campaign before. One source noted, "He's going into the Battle of the Bulge without basic training." Yet he will have the Pete Schabarum "machine" and all that goes with it (money). But he must also carry some of Schabarum's NEGATIVES as well...

...Ex Congressman Jim Lloyd of West Covina may have the best name ID, but hasn't been in public office for nearly 10 years. He was a popular mayor before his election to



congress in 1974 and retains many allies in the San Gabriel Valley. The big question surrounding Lloyd is money. Can he raise a big war chest? Insiders think it will take at least \$750,000 to \$1 million to win...

...Best knowledge of the district belongs to Schabarum ex-deputy, Sarah Flores. She should run a close second (or even) with O'Brien in fundraising, IF her two major angels, Supes Mike Antonovich and Deane Dana, can persuade their friends to help out. Schabarum's unkind words about Flores has women's groups up in arms...

...In terms of campaign management, O'Brien has hired Sacto based Huckaby-Rodriguez to handle direct mail; Anne Hyde LeGassick will handle fundraising; Mike Lewis will concentrate on fundraising/consulting; and Carey, Jenkins & Lewis are in charge of targeting...

...The Flores team has lead consultant Ron Smith; Joe Shumate of S.F. will handle polling/targeting; Allan Hoffenblum will handle mail; Audrey Fimpler will run fundraising; and former Glendora Mayor John Hackney will handle daily management. Lloyd's team is led by consultant Joe Cerrell. Lloyd is still trying to recruit a GOP consultant to balance things out. Cerrell is a well known Demo and that might not fly well in this conservative area of L.A. County...

- STANISLAUS - Within the last 3 weeks Gov. George Deukmejian appointed newspaper publisher William H. Mattos to replace new Assemblyman Sal Cannella on the Board of Supes. Mattos, who is married to former Congressman Tony Coelho's sister, must now face six challengers this coming June 5. Strongest challenge is likely to come from either Newman Councilman Frank Dompe or from Ceres Councilman Paul Caruso...

...Sup. Nick Blom faces a tough challenger in Modesto Councilman Richard Patterson, while Sup. Raymond Simon has three rivals, including former Modesto Mayor Peggy Mensinger, who is a big slow growther...

**CALPEEK's CONSULTANTS DIRECTORY SOLD OUT.**  
All 600 copies of the 1989-90 Directory of Campaign Consultants have been sold. CALPEEK again wishes to thank those firms who helped out by buying ad space...

**KATHLEEN BROWN SET FOR WIPA SPEECH MAR. 28.**  
Demo State Treas. candidate Kathleen Brown will address members of Women In Public Affairs, 11:30 a.m. reception, 12 noon lunch, Mar. 28, Sheraton Grande Hotel, L.A. For info, Geneva Jenkins at Union Bank (213)236-7154...

**FEINSTEIN AHEAD OF VdK IN ORANGE CO. POLL.**  
Even though the sample size is very small, polling among Democrats in Orange Co.'s 2nd Supervisorial District (Harriett Wieder) shows former S.F. Mayor Dianne Feinstein leading Demo AG John Van de Kamp by a margin of 42.4% to 34.9%, with 22.7% undecided. Sample size was 172 registered Demos. This is a coastal area of conservative Orange Co. that includes Huntington and Seal Beaches - areas where the oil spill occurred...

**NEW JOBS, NEW ACCOUNTS, NEW ORGANIZATIONS.**  
Editor's note: Here's a brief summary of personnel notes, etc.

- Seth Jacobsen jumps from Irvin/Hampton in L.A. to Oglivy & Mather PR, where he is director of PA and environmental affairs. He was affiliated with I/H for 9 years...
- Fresno Co. Sheriff Steve Magarian has been named to the CA Council on Criminal Justice by Gov. Deukmejian...

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